## ORDER

Order / Rev: 37546 **Orders** Alt Order #: 08879229 Product Desc: Pres-R

> Estimate: 494

Flight Dates: 10/10/12 - 10/16/12 Original Date / Rev: 10/09/12 / 10/15/12

Order Type: **GENERAL**  KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

National

**American Rambler Production** Name: Agency

> **Buying Contact:** Stephanie Kincaid

Billing Contact:

138 Conant St. Beverely, MA 01915 Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle:

Sales Region:

EOM/EOC Agency Commission:

15%

00:15:00

Romney, Mitt / R-Pres Advertiser Name:

> Demographic: A25-54

**Product Codes:** PO1

LV3 Priority:

Revenue Codes: AGY, POL, CAND New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan **Totals** 

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	128	\$129,610.00	\$110,168.50

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	128	\$129,610.00	\$110,168.50	0.00
Totals	128	\$129,610.00	\$110,168.50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Ln (	Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1	8 10/15/	12 10/16/12	8 News Now 6a M		6-7a	22	:30	4	\$275.00LV2	0.00 NM	4	\$1,100.00
			8 News Now 6a N	1-F								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 10/15/12	10/21/12	22	4	\$275.00	0.00						
N 2	8 10/15/	12 10/16/12	CBS This Morning	7-9a CM	7-9a	22	:30	4	\$200.00LV2	0.00 NM	4	\$800.00
			CBS This Morning	9								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 10/15/12	10/21/12	22	4	\$200.00	0.00						
N 3	8 10/15/	12 10/16/12	Live w/Kelly	CM	9-10a	22	:30	4	\$300.00LV2	0.00 NM	4	\$1,200.00
			Live w/Kelly									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Wee	ek: 10/15/12	10/21/12	22	4	\$300.00	0.00						
N 4	8 10/15/	12 10/16/12	Price Is Right	CM	10-11a	MT	:30	1	\$1,575.00LV1	0.00 NM	1	\$1,575.00
			Price Is Right									
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Wee	ek: 10/15/12	10/21/12	MT	1	\$1,575.00	0.00			li li			
N 5	8 10/15/	12 10/16/12	Y&R	CM	11a-12p	11	:30	2	\$1,925.00LV1	0.00 NM	2	\$3,850.00
			Young & Restless	5								
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Wee	ek: 10/15/12	10/21/12	11	2	\$1,925.00	0.00						
N 6	8 10/15/	12 10/16/12	8 News Now Noor	n M-F CM	12-1230p	22	:30	4	\$325.00LV2	0.00 NM	4	\$1,300.00
			8 News Now Noo	n M-F								
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Wee	ek: 10/15/12	10/21/12	22	4	\$325.00	0.00						
						•						

Print Date: 10/16/12 14:01:32 Page 2 of 5

**KLAS** 

Order / Rev:

Flight Dates:

37546

Advertiser: Romney, Mitt / R-Pres

Alt Order #: 08

08879229

Product Desc:

Pres-R

10/10/12 - 10/16/12

Estimate:

494

Start Ln Ch End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount N 7 10/15/12 10/16/12 1230-2p Soaps/ LMAD CM 1230-2p MT--:30 2 \$1,315.00LV1 0.00 NM \$2,630,00 Ŕ Soaps / Let's Make A Deal Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT----2 \$1,315.00 0.00 1 \$1,315.00LV1 2-3p N 8 10/15/12 10/16/12 The Talk 2-3P CM MT----:30 0.00 NM 1 \$1,315.00 The Talk Weekdays Spots/Week Rating Start Date **End Date** Rate MT----Week: 10/15/12 10/21/12 1 \$1,315,00 0.00 N 9 10/15/12 10/16/12 Ellen CM 22----:30 \$425.00LV2 0.00 NM \$1,700.00 3-4p 4 Filen Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/15/12 10/21/12 22----\$425.00 0.00 22----10/15/12 10/16/12 8 News Now 4p M-F CM 4-5p :30 \$450.00LV2 0.00 NM \$1,800.00 8 News Now 4p M-F (4:30 PM-5:00 PM) **Start Date End Date** Weekdays Spots/Week Rating Rate 22----Week: 10/15/12 10/21/12 \$450.00 0.00 N 11 10/15/12 10/16/12 8 News Now 5-630p M-FCM 5-630p 22----:30 \$500.00LV2 0.00 NM \$2,000.00 8 News Now 5-630p M-F Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 22----\$500.00 0.00N 12 10/15/12 10/16/12 630-7p Inside Edition 630-7p 11----:30 2 \$1,400,00LV1 0.00 NM 2 \$2,800.00 CM Inside Edition Spots/Week Rating Start Date **End Date** Weekdays Rate 11----2 \$1,400.00 0.00 Week: 10/15/12 10/21/12 Spot Ch Date Range Description Start/End Time **Weekdays Length** Rate Rtq Type :30<del>(\$1,400.00)</del> 0.00 NM 8 10/15/12-10/21/12 630-7p Inside Edition 630-7p See MG 12.3 [Program Preempted due presidential debates - bco ] 8 10/16/12-10/16/12 Tue 10-11p 10-11p (10:30 PM-11:0C-T-----:30 \$1,400.00 0.00 NM MG for 12.2 10/16 10/15/12 10/16/12 7-8p Rotator 11----:30 2 \$1.225.00LV1 0.00 NM 2 \$2,450.00 N 13 8 CM 7-8p 7-8p Rotator **End Date Start Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 11----2 \$1,225,00 0.00 Start/End Time Rate Rtg Type Spot Ch Date Range **Description** Weekdays 1 Lenath :30(\$1,225.00) 0.00 NM 2 8 10/15/12-10/21/12 7-8p Rotator 7-8p See MG 13.3 :30 \$1,225.00 0.00 NM 8 10/16/12-10/16/12 Tue 10-11p 10-11p (10:00 PM-10:3C-T-----MG for 13.2 10/16 11-1135p 22----:30 4 \$2,100,00LV1 0.00 NM \$8,400.00 10/15/12 10/16/12 8 News Now 11p M-F CM N 14 8 News Now 11p M-F **End Date** Weekdays Spots/Week Rate Rating Start Date 22----0.00 Week: 10/15/12 10/21/12 \$2,100.00 :30 \$275.00LV2 0.00 NM \$550.00 10/15/12 10/16/12 Letterman CM 1135p-1237a 11----2 2 N15 8 Letterman **End Date** Weekdays Rating **Start Date** Spots/Week Rate Week: 10/15/12 10/21/12 11----2 \$275.00 0.00 6-7a --222--:30 \$965.00LV1 0.00 NM 6 \$5,790.00 10/10/12 10/12/12 8 News Now 6a M-F CM 6 N 16 8 News Now 6a M-F Start Date **End Date** Weekdays Spots/Week Rate Rating --222--\$965.00 0.00 Week: 10/08/12 10/14/12 :30 \$700.00LV1 0.00 NM \$4,200.00 --222--6 10/10/12 10/12/12 CBS This Morning 7-9a CM 7-9a CBS This Morning Weekdays Spots/Week Start Date **End Date** Rate Rating --222--\$700.00 Week: 10/08/12 10/14/12 0.00 \$1,800.00 --222--:30 \$300.00LV2 0.00 NM 10/10/12 10/12/12 Live w/Kelly CM 9-10a 6 N 18 Live w/Kelly Start Date **End Date** Weekdays Spots/Week Rate Rating --222--\$300.00 0.00 Week: 10/08/12 10/14/12

Print Date: 10/16/12 14:01:32 Page 3 of 5

KLAS

Order / Rev:

37546

Advertiser:

Romney, Mitt / R-Pres

Alt Order #:

08879229

Product Desc:

Pres-R

Flight Dates:

10/10/12 - 10/16/12

Estimate:

494

Ln C	h	Start	End	Inventory Code	Break	Start/End	Гime Davs	Len Spo	ts Rate Pri	Rta Type	Spots	Amount
	8	10/10/12	2 10/12/12	Price Is Right	СМ	10-11a	WTF		1 \$1,575.00LV1	0.00 NM		\$1,575.00
	Star	t Date	End Date	Price Is Right Weekdays	Spots/Week	Rate	Rating					
Weel			10/14/12	WTF		\$1,575.00	0.00					
N 20	8	10/10/12	2 10/12/12	8 News Now Noor 8 News Now Noo		12-1230p	222	:30	6 \$325.00LV2	0.00 NM	6	\$1,950.00
Weel			End Date 10/14/12	Weekdays 222	Spots/Week 6	<u>Rate</u> \$325.00	Rating 0.00					
N21	8	10/10/12	2 10/12/12	1230-2p Soaps/ L Soaps / Let's Mai		1230-2p	WTF	:30	3 \$1,315.00LV1	0.00 NM	3	\$3,945.00
Weel			End Date 10/14/12	Weekdays WTF	Spots/Week 3	<u>Rate</u> \$1,315.00	Rating 0.00					
N 22	8	10/10/12	2 10/12/12	The Talk 2-3P The Talk	CM	2-3p	WTF	:30	2 \$1,315.00LV1	0.00 NM	2	\$2,630.00
Weel			End Date 10/14/12	Weekdays WTF	Spots/Week 2	<u>Rate</u> \$1,315.00	Rating 0.00					
N 23	8	10/10/12	2 10/12/12	Ellen Ellen	СМ	3-4p	222	:30	6 \$425.00LV2	0.00 NM	6	\$2,550.00
Weel			End Date 10/14/12	Weekdays 222	Spots/Week 6	<u>Rate</u> \$425.00	Rating 0.00					
N 24	8	10/10/12	2 10/12/12	8 News Now 4p M 8 News Now 4p M		4-5p (4:30 PM-5:00	222	:30	6 \$450.00LV2	0.00 NM	6	\$2,700.00
Weel		t Date	End Date	Weekdays 222	Spots/Week 6	Rate \$450.00	Rating 0.00					
	8		10/14/12 2 10/12/12	8 News Now 5-63	Op M-FCM	5-630p	222	:30	6 \$500.00LV2	0.00 NM	6	\$3,000.00
	Cto	t Data	End Data	8 News Now 5-63 Weekdays	•	Pata	Rating					
Weel			End Date 10/14/12	222	Spots/Week 6	<u>Rate</u> \$500.00	0.00		_			
N 26	8	10/10/12	2 10/12/12	630-7p Inside Edi Inside Edition	tion CM	630-7p	111	:30	3 \$1,400.00LV1	0.00 NM	2	\$2,800.00
Weel		t Date	End Date 10/14/12	<u>Weekdays</u> 111	Spots/Week	Rate \$1,400.00	Rating 0.00					
Spot	Ch	Date Rar	nge D	<u>escription</u>	Start	/End Time	3	Weekdays		Rtg Type		
2	_	10/08/12 dited	-10/14/12 6	30-7p Inside Editio	n 630-	7p	•	wThF	:30 <del>(\$1,400.00)</del>	0.00 NM		
			ntial Debate	•]								
N 27	8	10/10/12	2 10/12/12	7-8p Rotator 7-8p Rotator	СМ	7-8p	111	:30	3 \$1,225.00LV1	0.00 NM	2	\$2,450.00
1441		t Date	End Date	<u>Weekdays</u> 111	Spots/Week	<u>Rate</u> \$1,225.00	Rating 0.00					
Weel <u>Spot</u>		Date Rar	10/14/12 nge <u>D</u>	escription		\$1,225.00 <u>VEnd Time</u>	7	<u>Weekdays</u>		Rtg Type		
2			-10/14/12 7	-8p Rotator	7-8p		•	WThF	:30 <del>(\$1,225.00)</del>	0.00 NM		
		<i>dited</i> e Preside	ential Debate	e]								
N 28	8	10/10/12	2 10/12/12	8 News Now 11p 8 News Now 11p		11-1135p	222	:30	6 \$2,100.00LV1	0.00 NM	6	\$12,600.00
10/		t Date	End Date 10/14/12	Weekdays 222	Spots/Week	Rate	Rating 0.00					
N 29	8	08/12 10/10/12	2 10/12/12	Letterman	СМ	\$2,100.00 1135p-1237a		:30	3 \$965.00LV1	0.00 NM	3	\$2,895.00
		t Date	End Date	Letterman Weekdays	Spots/Week	Rate	Rating					
N 30	k: 10/ 8	08/12 10/15/12	10/14/12 2 10/15/12	111 Mon 10-11p	CM 3	\$965.00 10-11p	0.00 M	:30	1 \$9,000.00LV1	0.00 NM	1	\$9,000.00
***		t Date	End Date	Hawaii Five-O Weekdays	Spots/Week	Rate	Rating					
N 31	k: 10/ 8	15/12 10/12/12	10/21/12 2 10/12/12	•	CM	\$9,000.00 8-9p	0.00 F	:30	1 \$1,400.00LV2	0.00 NM	0	\$0.00
	<u>Sta</u>	rt Date	End Date	CSI: NY <u>Weekdays</u>	Spots/Week	Rate	Rating					

Print Date: 10/16/12 14:01:32 Page 4 of 5

KLAS

Order / Rev: 37546

Advertiser:

Romney, Mitt / R-Pres

Alt Order #:

08879229

Product Desc:

Pres-R

Flight Dates: 10/10/1

10/10/12 - 10/16/12

Estimate:

494

Ln (	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spe	ots	Rate Pri	Rtg Type	Spots	Amount
N31	8	10/12/1	2 10/12/12	Fri 8-9p CSI: NY	СМ	8-9p	F-	- :30	1	\$1,400.00LV2	0.00 NM	0	\$0.00
Me	<u>Sta</u> ek: 10/	rt Date	End Date 10/14/12	Weekdays	Spots/Week	<u>Rate</u> \$1,400.00	Rating 0.00						
Spot	Ch	Date Ra	nge D	escription	Start	/End Time	0.00	Weekdays	<u>Le</u>		Rtg Type		
1		10/08/12 edited	?-10/14/12 F	ri 8-9p	8-9p			F	-	:30 <del>(\$1,400.00)</del>	0.00 NM		
	[du	e pgm ch											
N 32	8	10/13/1	2 10/13/12	NCAA Football NCAA College Fo	CM ootball	NCAA Colle	ge FooS	- :30	2	\$300.00LV2	0.00 NM	2	\$600.00
Wee	<u>Sta</u> ek: 10/	<u>rt Date</u> 08/12	End Date 10/14/12	Weekdays	Spots/Week 2	<u>Rate</u> \$300.00	Rating 0.00						
N 33	8	10/13/1	2 10/13/12	8 News Now Sat 8 8 News Now Sat	-	5-7p	S	- :30	1	\$225.00LV2	0.00 NM	1	\$225.00
Wee	<u>Sta</u> ek: 10/	rt Date 08/12	End Date 10/14/12	Weekdays	Spots/Week	<u>Rate</u> \$225.00	Rating 0.00						
N 34	8			Politics Now S Se		Various	S	- :30	1	\$275.00LV2	0.00 NM	1	\$275.00
		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	ek: 10/		10/14/12	S-	<u> </u>	\$275.00	0.00	-20		\$335.00LV1	0.00 NA4		\$22E.00
N 36	8	10/13/1	2 10/13/12	CBS Early Show -		5-7a	S	- :30	1	\$335.00LV1	0.00 NM	1	\$335.00
Wee	<u>Sta</u> ek: 10/	<u>rt Date</u> 08/12	End Date 10/14/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$335.00	Rating 0.00						
N 37	8	10/14/1	2 10/14/12	8 News Now Sun 8 News Now Sun		8 News Now	Sun A	s :30	1	\$150.00LV2	0.00 NM	1	\$150.00
We.	<u>Sta</u> ek: 10/	rt Date	End Date 10/14/12	Weekdays	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
N38	8			CBS News Sunda	ıy Morr@M		Morni	s :30	2	\$1,225.00LV1	0.00 NM	2	\$2,450.00
	Sta	rt Date	End Date	CBS News Sunda Weekdays	Spots/Week	<u>Rate</u>	Rating						
Wee	ek: 10/ 8		10/14/12	8 News Now Sun		\$1,225.00 8 News Now	0.00 Sun A	s :30	2	\$350.00LV2	0.00 NM	2	\$700.00
1100		10,7471		8 News Now Sun					_	***************************************	0.00		•
Wee	<u>Sta</u> ek: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> S	Spots/Week 2	<u>Rate</u> \$350.00	Rating 0.00						
N 40	8	10/14/1	2 10/14/12	Face The Nation	CM	Face The Na	ation	s :30	1	\$400.00LV2	0.00 NM	1	\$400.00
144		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				!		
N41	ek: 10/ 8		10/14/12 2 10/14/12	NFL Reg Season	1 Game£M	\$400.00 NFL Footbal	0.00 I Reg	s :30	1	\$7,700.00LV1	0.00 NM	1	\$7,700.00
	Sta	rt Date	End Date	NFL Football Reg	j. Season Spots/Week	Rate	Rating						
We	ek: 10/		10/14/12	S		\$7,700.00	0.00						
N 42	8	10/14/1	2 10/14/12	Sun 7-8p 60 Minutes	СМ	7-8p		s :30	1	\$6,000.00LV1	0.00 NM	1	\$6,000.00
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
N 43	ek: 10/ 8		10/14/12 2 10/14/12	S	CM	\$6,000.00 9-10p	0.00	s :30		\$5,600.00LV1	0.00 NM	2	\$11,200.00
1443	0	10/14/1	2 10/14/12	The Good Wife	Civi	9-10p		3 .30	2	\$5,000.00EV1	0.00 14141		\$11,200.00
Wee	<u>Sta</u> ek: 10/	rt <u>Date</u> 08/12	End Date 10/14/12	Weekdays S	Spots/Week 2	<u>Rate</u> \$5,600.00	Rating 0.00						
N 44	8	10/14/1	2 10/14/12	8 News Now 11p 8 News Now Sa/s		11-1135P		s :30	2	\$400.00LV2	0.00 NM	2	\$800.00
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wed N 45	ek: 10/ 8		10/14/12 2 10/14/12	Eye on Wash/Wa	II St Jo@M	\$400.00 5-6a	0.00	s :30	2	\$85.00LV2	0.00 NM	2	\$170.00
				Eye On Wash/Wa	all St Jrnl					- · · ·			
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					I	

Print Date: 10/16/12 14:01:32 Page 5 of 5

**KLAS** 

Order / Rev: 37546 08879229 Alt Order #:

Advertiser:

Romney, Mitt / R-Pres

Product Desc:

Pres-R

Flight Dates: 10/10/12 - 10/16/12 Estimate:

494

Ln C	Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 45	8	10/14/12	10/14/12	Eye on Wash/W Eye On Wash/V		5-6a	S	:30	2	\$85.00LV2	0.00 NM	2	\$170.00
Wee	<u>Star</u> k: 10/0		End Date 10/14/12	Weekdays S	Spots/Week 2	<u>Rate</u> \$85.00	Rating 0.00						
N 46	8	10/10/12	10/12/12	8 News Now 5-6 8 News Now 5-6	•	5-630p	WTF	:30	2	\$1,925.00LV1	0.00 NM	2	\$3,850.00
Wee	<u>Star</u> k: 10/0		End Date 10/14/12	<u>Weekdays</u> wTF	Spots/Week 2	<u>Rate</u> \$1,925.00	Rating 0.00						
N 47	8	10/12/12	10/12/12	Fri 9-10p CSI: NY	СМ	9-10p	F	:30	1	\$1,400.00LV2	0.00 NM	1	\$1,400.00
Wee	<u>Star</u> k: 10/0		End Date 10/14/12	Weekdays	Spots/Week 1	<u>Rate</u> \$1,400.00	Rating 0.00						
											Totals	128	\$129,610.00